

THE KINETRADOGRAM.

A Weekly Record of Offers and Announcements
by the KINEMATOGRAPH TRADING Co., Ltd.

HEAD OFFICES:
55-59, Shaftesbury Ave.,
London, W.

Telephones: 1620-1-2 Gerrard.
Telegrams: "Gramofilm, Telew,
London."
Telewriter: 227 Charing Cross.



AND AT
Metropole Buildings,
The Hayes,
Cardiff.

Telegrams: "Gramofim, Cardiff."
Telephone: 4352 Cardiff.

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KINEGRAMS.

Our note on so-called "classic" films of last week has evoked considerable comment, and a gentleman in the North of London tells me that for some time past he has screened Shakespearean and similar productions, in the first instance simply because he liked them himself, but has continued to do so because he finds his audience preferred this class of subject to those ultra-sensational ones which have been so much to the fore of late.

The number of letters received on the above subject tempt us to again remind other readers that we are at all times glad to hear from them on any matter connected with the business. We like to receive suggestions from customers on any subject, as the mere fact that a client takes the trouble to write proves that he takes a healthy interest in our progress, and tends to more closely cement the good feeling between Renter and Exhibitor.

This is the third number of the Kinetradogram since our first announcement of the "Dare-Grossmith" Dancing film, and if you have not yet reserved your Town for this remarkable exclusive, we are afraid that it is nobody's fault but your own. There is yet time to wire us to keep open your particular district. That the names of Mr. George Grossmith and Miss Phyllis Dare constitute one of the finest draws possible for a picture theatre there can be no two opinions.

The attention of every Manager is directed to the little talk on co-operation, which appears elsewhere in this number. The importance of working together in this business can hardly be over-estimated.

THE LOOKER-ON.

CO-OPERATION.

The business of the Film Hirer is built upon co-operation. The whole of the transactions between Renter and Exhibitor would be impossible without it, and this article is written with a view to explaining its action and results more fully and to bring home plainly the results of faulty co-operation. This Company realised its advantages when it instituted a system of profit sharing among its employees. Everyone from Department heads to Office boys all realise that a mistake on their part means so much loss on the balance sheet. A despatch clerk will strain every nerve to see that your films catch the right train, knowing that a disappointed customer means ultimately a financial loss to the Firm.

We, therefore, try to do our part. Are you equally alive to the importance of co-operation?

The most exasperating position in which a Manager can be placed is to have his house well filled on "change day" and his films not to hand. But does every Manager realise that in perhaps nine cases out of ten it is because some other Manager has failed to carry out his part of the contract?

That the majority of Managers do see things in this light is evident by the fact that there are so few let-downs considering the enormous number of films that come in and out of London on Thursdays and Sundays, but the greatest strength of a chain is in its weakest link, and there are some who do not realise the seriousness and urgency of despatch instructions.

A Manager can help the Renter in a hundred different ways, and by doing so will help himself in the long run.

Get your Operator and his assistant to understand that films cost money, and discourage the practice of detaching titles and leads for souvenirs.

Make him realise that the best way of treating a film to be returned is not to rewind loosely and then throw it into the first convenient receptacle that lies handy.

Point out to him that oil sprinkled on a film does not increase the efficiency of the projector.

There is, of course, much to be excused on the part of an Operator who has had a long and tiring day, but the return of films in a proper manner is just as much a part of his (or his assistant's) duty as their actual projection, and a thing worth doing at all is worth doing well.

These remarks are made in no grumbling spirit, but merely as a little reminder to those who have not perhaps realised our position when our films come to hand late or damaged.

We would like to take this opportunity of thanking those of our numerous friends who have so heartily worked with us in the past and to assure them that we do everything in our power to make "Change days" free from worry for all concerned.

STAR FEATURES.

A *Star feature* is a film which having had a big reception when it was first released is being re-issued at fixed rates per week, new copies being purchased for this purpose. The problem of wear is solved by periodical cleaning, and the replacement of worn portions of film with new prints.

We welcome suggestions from readers for films to be included in this section.

We can supply posters for "Uncle Tom's Cabin" as follows:—
Double crown, six-sheet and sixteen-sheet.

Wiring No.		Maker.	Length Feet.	VACANT.
869	"UNCLE TOM'S CABIN"	Vita.	2400	Feb. 27th, 3 days, £3 Mar. 27th, week, £6

As indicated last week, we are desirous of adding to our list of star features but are somewhat bewildered in our choice owing to the innumerable suggestions we have received from readers. Of these we have selected three and should like to have further correspondence from those interested, giving their views of which would be the most suitable. The three films selected are as follows:—

"Zigomar No. 1"	...	Eclair.
"After 50 Years"	...	Ambrosio.
"The Fall of Troy"	...	Eclair.

CORRESPONDENCE.

Enquiries intended to be dealt with under this heading should reach us not later than the first post on Monday morning for inclusion in the following Wednesday's issue.

INTERESTED (Wrexham).—Yes, we are producing two posters for the "Dare-Grossmith" film, a quad-crown and a six-sheet, the larger size being from a beautiful design by Mr. Kinsella, the famous poster artist. It is really a work of art.

J. F. (Bolton).—The price of "Uncle Tom's Cabin" will not be reduced later on, and will always remain at £3 for three days. As indicated elsewhere we take every precaution to see that the condition and quality are maintained.

Don't forget that we are exhibiting at the International Kinematograph Exhibition at Olympia, on March 22nd. On that occasion a special number of the KINETRADOGRAM will be issued, which will be considerably enlarged and will comprise a handy reference book for permanent use.

FEATURE FILMS.

These Films are offered subject to the dates required being open on receipt of order. While every endeavour is made to ensure punctual delivery of Films we cannot hold ourselves responsible for delay or non-delivery from any cause. If a confirmation by wire is required, stamps for payment should be enclosed.

ALL QUOTATIONS ARE FOR THREE DAYS' BOOKINGS, UNLESS OTHERWISE SPECIFIED.

Wiring No.	Name of Film.	Length ft.	Maker.	Re-leased.	Feb. 24	Feb. 27	March 3	March 6	March 10	March 13	March 17	March 20	Posters.
878	Blow for Blow	2400	Cines	Mar. 12	—	—	—	—	—	—	—	80/-	—
879	A Court Intrigue	2834	Nordisk	Mar. 9	—	—	—	—	—	—	120/-	—	—
880	It's never too late to Mend	2000	Edison	Mar. 22	First	Vacancy	March 31	—	—	—	—	—	—
881	Detective Dickson	2090	Lux.	Mar. 5	—	—	—	—	—	—	—	—	—
873	Zigomar (The Eel's Skin)	3200	Eclair	Mar. 23	—	—	—	—	—	—	—	—	—
874	"Tigris"	3800	Tyler	Mar. 6	First	Vacancy	April 3	—	—	—	—	—	—
875	James Patterson, Detective	3300	Duskes	Feb. 27	First	Vacancy	March 24	—	—	—	—	—	—
876	Romeo and Juliet	2000	Thanhouser	Mar. 8	—	—	—	—	—	—	—	—	—
877	A Hero of the Mountains	2930	Eiko	Mar. 16	First	Vacancy	March 27	—	—	—	—	—	—
2773	Merchant of Venice	2000	Thanhouser	Feb. 10	—	—	—	—	—	—	—	—	—
2734	His Brother's Crime	2248	Cines	Jan. 30	60/-	60/-	50/-	45/-	45/-	40/-	40/-	35/-	—
2733	Paul Sleuth, Burglary Syndicate	1140	C. & M.	Jan. 30	25/-	25/-	22/6	22/6	20/-	20/-	20/-	20/-	—
870	The Law of the West	2500	Bison	Feb. 2	80/-	—	—	70/-	60/-	60/-	50/-	50/-	—
871	The Secret of the Mine	2000	Lux.	Feb. 1	60/-	60/-	50/-	50/-	40/-	40/-	35/-	35/-	6 sheet Q.C.
872	A Life for a Life	2322	Cines	Feb. 15	90/-	90/-	80/-	80/-	70/-	70/-	60/-	60/-	Q.C. 8 sheet
866	Salome	2350	Savoia	Feb. 8	80/-	80/-	70/-	70/-	60/-	60/-	50/-	50/-	8 sheet Q.C.
867	The Secret of the Safe	2778	Cines	Feb. 22	—	140/-	—	120/-	100/-	100/-	80/-	80/-	8 sheet Q.C.
868	As you like it	3115	Vita.	Feb. 8	—	90/-	—	80/-	70/-	70/-	60/-	60/-	6 sheet Q.C.
857	The Shaughraun	3000	Kalem.	Mar. 16	First	Vacancy	March 24	—	—	—	—	—	Q.C. 2 sh., 6 sh., 12 sh.

863 The Devil's Daughter

3008 Nordisk

120/-

80/-

4 sh., 6 sh., 12 sh.

FEATURE FILMS—Continued.

[illegible]

EXCLUSIVES.

Name of Film.	Length.	Feb. 24	Feb. 27	Mar. 3	Mar. 6	Mar. 10	Mar. 13	Mar. 17	Mar. 20	Posters.
The Argentine Tango	550 ft.	—	—	—	—	100/-	100/-	100/-	100/-	6 sheet Q.C.
Lolotte (Cafe Chantant Singer)	2,000 ft.	40/-	40/-	40/-	40/-	40/-	40/-	40/-	40/-	6 sheet Q.C.
The Boy Scout Hero	2,000 ft.	75/-	75/-	60/-	60/-	60/-	60/-	60/-	60/-	6 sheet Q.C.
Once Upon a Time (Col. Series)	1,100 ft.	30/-	30/-	30/-	30/-	30/-	30/-	30/-	30/-	Q.C.
Black Panther	3,000 ft.	60/-	60/-	60/-	60/-	60/-	60/-	60/-	60/-	Q.C., 4 sh., 8 sh.
Dante's Inferno (Helios)	1,100 ft.	40/-	40/-	40/-	40/-	40/-	40/-	40/-	40/-	D.C., 4 sh., 16 sh.
Daughter's Sacrifice	1,500 ft.	—	—	—	—	40/-	40/-	40/-	40/-	6 sheet
Only a Jew	1,500 ft.	40/-	40/-	40/-	40/-	40/-	40/-	40/-	40/-	6 sheet
Black Blood...	3,000 ft.	40/-	40/-	40/-	40/-	40/-	40/-	40/-	40/-	6 sheet, 12 sheet
The Ring That Binds	3,000 ft.	40/-	40/-	40/-	40/-	40/-	40/-	40/-	40/-	Q.C., 6 sheet
Drummed Out	2,500 ft.	20/-	20/-	20/-	20/-	20/-	20/-	20/-	20/-	Q.C., 12 sheet
Thro' Trials to Victory	2,500 ft.	20/-	20/-	20/-	20/-	20/-	20/-	20/-	20/-	6 sheet
The Rights of Youth	2,500 ft.	20/-	20/-	20/-	20/-	20/-	20/-	20/-	20/-	6 sheet

REVIEW OF EXCLUSIVES HERE AT 10.30 a.m. EVERY TUESDAY.

LATEST PURCHASES.

"BILLY'S BURGLAR."

Vitagraph.

1,722 feet.

Released March 8th.

This latest Vitagraph production strikes entirely new ground, combining comedy and drama in an entertaining story. Paul Kelly enacts the part of the heroic boy detective, Billy Mack, most effectively, and the story is one which will go with all classes of audience.

First vacancy March 20th. Three days £3.

"A STRONG MAN'S LOVE."

Clarendon.

2,095 feet.

Released March 30th.

This splendid Clarendon feature, in addition to being cleverly acted and perfect in photographic quality, has the additional advantage of being written by the Marchioness Townshend, who undoubtedly has the ability to put together a story that will be acceptable to the majority of picture theatre audiences. The result reflects great credit upon her Ladyship and the Clarendon Company, and should prove a financial success to every exhibitor who screens it.

First vacancy April 7th. £8 the week.

"THE STAR OF BETHLEHEM."

Thanhouser.

2,000 ft.

Released March 15th.

This long promised Thanhouser production is an eminently suitable one for showing at Easter. There is no doubt about the attraction which a Scriptural subject has for most people, provided it is properly and reverently carried out. Showmen need have no hesitation in featuring this remarkable film, in which the Thanhouser Co. have successfully overcome the almost insuperable difficulties in connection with the production of such a picture.

First vacancy March 17th. £10 the week.

"CALLED BACK."

Thanhouser.

2,000 feet.

Released April 2nd.

This is the latest Thanhouser adaptation of a famous novel, and tells the well-known story by Hugh Conway which was such a remarkable success a quarter of a century ago. It has the essential features necessary for a Kinematograph play, and we feel sure will have equal success to its famous predecessors, such as "Woman in White" and "Jess."

First vacancy April 3rd. £5 three days.